

GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

YAT & C (PMU) Department - Tourism Promotion - Design, Print and Supply of Lord Balaji Darshan Air Package Brochures, Standees & Pocket size folder - Sanction of Rs.62,335/- (Rupees Sixty Two Thousand Three Hundred and Thirty Five Only) - Orders - Issued.

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YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 257

Dated: 13-03-2014

Read:

From the General Manager (Marketing), APTDC, Hyderabad, Lr.No.
TDC/GM/MKTG/DSP-BROC & STANDEES/LBD/8/2013, Dated: 03-12-2013.

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ORDER:

Andhra Pradesh is rich in its culture, traditions, hospitality and heritage, it is also famous for its tourists attractions like Pilgrim Centre, Buddhist Heritage Sites, the Forts and Palaces etc., for promotion and development of Tourism a number of activates has been initiated by the State Government by putting up counters at various destination, printing of brochures, posters, scrolls, coffee table books etc. and participating in various Fairs, Festivals, Marts and organizing Road Shows at National and International arena.

2. In the reference read above, the General Manager (Marketing), A.P. Tourism Development Corporation, Hyderabad has submitted bills for an amount of Rs.62,335/- towards following works carried out through M/s. Associated Advertising Private Limited, Hyderabad and requested the Government to make the payment of Rs.62,335/- directly to the agency:

S.NO.	PURPOSE	AMOUNT
1.	Designing, Printing and Supply of Lord Balaji Darshan Air Package folder - 3000 numbers	Rs.29,810/-
2.	Designing, Printing and Supply of Spicejet Lord Balaji Darshan Air Package ticket - 1 number	Rs.2,825/-
3.	Designing, Printing and Supply of Lord Balaji Darshan Air Package standee banner ticket - 1 number	Rs.3,950/-
4.	Designing, Printing and Supply of Lord Balaji Darshan Air Package pocket folders - 5000 numbers	Rs.25,750/-
TOTAL		Rs.62,335/-

3. Government, after careful examination of the matter, hereby sanction an amount of Rs.62,335/- (Rupees Sixty Two Thousand Three Hundred and Thirty Five Only) to M/s. Associated Advertising Private Limited, Hyderabad towards Design, Print and Supply of Lord Balaji Darshan Air Package Brochures, Standees & Pocket size folders as mentioned at para-2 above in connection with A.P. Tourism.

4. The amount sanctioned at para-3 above shall be debited to the following Head of Account:-

“3452-Tourism, 01-Tourist Infrastructure, 102, Tourist Accommodation & other facilities to Tourists - Schemes included in PLAN, 11- Normal State Plan, 13- Tourism PMU, 500-Other Charges, 503-Other Expenditure”.

p.t.o

5. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw the amount sanctioned at para-3 above and disburse the same to M/s. Associated Advertising Private Limited, Hyderabad through bank. The following are the Bank details:

Bank Name	:	State Bank of India
Bank Branch	:	Secunderabad
Bank Account No.	:	10725427162
IFSC Code	:	SBIN00 00916

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
M/s. Associated Advertising Private Limited, Hyderabad.
The Assistant Secretary to Government and Drawing & Disbursing Officer,
YAT & C (PMU) Department,
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.
The Accounts Officer, YAT & C (PMU - Claims) Department.
SF/SCs.

//FORWARDED :: BY ORDER//

SECTION OFFICER